

CASE STUDY

BUFFSTONE'S BAR and RESTAURANT

Website Design Case Study

THE CHALLENGE

Design a website that would appeal to the current clientele while enticing new patrons to visit the establishment.



CUSTOMER GOALS AND OBJECTIVES

Buffstone's had the following goals:

- Create a website that visitors will find exciting, fun, and useful
- Showcase the bands that play at the establishment
- Allow visitors to view multiple monthly calendars of Live Events
- Make the visitors aware of Special Events

THE SOLUTION

4M Web Design developed a visually appealing site using a graphical top navigation menu that is consistent throughout the site. The color scheme employed provides sufficient contrast for most users. The design of the website is simple and functional in order to accommodate the extensive amount of information and all information is properly broken in paragraphs.

We built a web site that shows a Monthly Calendar, Special Events, Pictures, Bands, Directions, Contact, and Links.

THE BENEFITS

Buffstones.com received well over 90,000 hits it's first year and attracted the attention of regional as well as national touring bands. Buffstone's also was asked by numerous web rings to join of their respective communities and the site is linked to hundreds of bands as well as bar/restaurant related sites. The establishment also has seen a boost in clientele from the ages of 21-30.

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TECHNOLOGY AND TOOLS

Windows 2000 OS, Microsoft FrontPage, JavaScript, Cascading Style Sheets (CSS), Adobe Photoshop, HTML, Dedicated Hosting

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ABOUT BUFFSTONE'S BAR and RESTAURANT

Located in Hamilton, NJ the Buffstone's Bar and Restaurant has been a fixture in the Township since 1932. Family owned and operated by the Chiacchio family they feature live entertainment almost every night of the week and have an extensive menu featuring some of the biggest burgers in town. Buffstone's also host the most benefit's of any other local establishment. They were the first in the area to have a benefit after September 11th and have raised thousands for disabled children over the years. Most recently Colleen Murphy and Caroline Hope both of Hamilton. They were honored with an outstanding award from the Mayor of Hamilton for their dedication to helping the community.



We would like to thank you for your interest in 4M Web Design.
We look forward to hearing from you!